

## IILF 2013: A WEALTH OF BUSINESS OPPORTUNITIES

**India Trade Promotion Organization (ITPO)** organised the **India International Leather Fair (IILF) 2013**, 28th in the annual series from **31<sup>st</sup> January to 3<sup>rd</sup> February 2013** at the **Chennai Trade Centre**. IILF 2013 had on display the entire range of products relating to leather industry from raw material to finished products and auxiliary products such as finished leather; shoes; shoe components - uppers, soles, heels, counters, lasts; leather garments, fashion accessories, leather goods - wallets, belts, gloves, portfolios, hand bags; saddlery and harness; machinery and equipment and chemicals.

IILF has all along been a vivid presentation of the leather industry. Latest expressions of the trends, styles, designs and colours in world fashion are shown.

This time there were 439 companies participating in IILF 2013. A very interesting Trend seen was the increase in participation in the Machinery, Technology and Chemical segments.



**IILF** is a unique and extremely well known and respectable event globally. The global recognition could be seen from the participation of 159 companies from 23 countries which included all significant players in the Leather business. A quick Sample Survey of Exhibitor satisfaction with reference to

Business done and Quality of business visitors revealed that on both parameters, IILF 2013 proved to be an excellent platform.

The India International Leather Fair serves as a platform for exporters and buyers and the response from the leather and leather products and other allied industries like leather machinery, leather chemicals, components and accessories has been overwhelming, to display their wide range of products at this edition of IILF too.

The India International Leather Fair 2013 was a vivid presentation of the leather industry and provided a platform to the Indian leather Industry to showcase its capabilities effectively to the Global Markets. Latest expressions of the trends, styles, designs and colours in world fashion were on display.

India International Leather Fair 2013 was co-organized by the Council for Leather Exports (CLE) and supported by CSIR-CLRI, ISF, IFLMEA and IFCOMA.

On the whole, IILF has been a jewel in the crown of Indian Leather sector and it is therefore, truly a celebration of the Indian Leather sector and the country. The sector has done very well to emerge a global player in leather and leather products and this edition of IILF was also very successful.

### **BIGGER & BETTER- IILF '13: FACTS AT A GLANCE**

Gross Area	25000 sqm plus
Exhibition Area	10,000 sqm
Number of Exhibitors	438 (Domestic- 286, Foreign- 152)
Countries participating	23 (Bangladesh, Brazil, China, Finland, France, Germany, Indonesia, Iran, Italy, Korea, Pakistan, Portugal, Saudi Arabia, Singapore, Spain, Sri Lanka, Switzerland, Taiwan (ROC), Thailand, The Netherlands, Turkey, UAE and United Kingdom)
Country Pavilions	Brazil, China, France, Germany, Italy, Pakistan, Thailand
Focus on	"Green Technology and Green Effluent Treatment Technology"

### **IILF GOES ON-LINE...**

India International Leather Fair has set its sights on adopting an approach that has the customer and the exhibitor at its apex. A slew of initiatives were implemented in pursuance of this motto. As an international fair, IILF needed an interface that measured up to the standards and expectations of its participants.

The efforts of Team IILF have come to fruition in the form of 'online booking system', which is comprised of the following:

- An online system for filling in application forms.
- An Exhibitor's Centre which allowed participants to log in using their usernames and passwords
- Visitor Section that is geared towards Business Visitors

The creation of an online 'Exhibitor's Section' was meant to make the experience of being an IILF exhibitor more comfortable than ever. The said section empowers exhibitors to:

- Make catalogue entries, upload company logos and product pictures
- Send e-invites to business visitors
- Order additional goods and services
- Create 'dummy' exhibitor badges
- Register themselves for 'Visa Invitation Letters' that are required for filing Visa applications( for overseas exhibitors)

The Visitor Section enables business visitors to:

- Register themselves
- Print 'dummy' badges instantly
- Search for Exhibitors based on criteria like company, products, halls and country
- Fix appointments with exhibitors of their choice
- Access list of available hotels
- Access currency converter and know about the city's weather conditions

All the exhibitors have to fill their applications on line for 2014 edition.

## FROM THE INAUGURATION OF IILF 2013

The **28th India International Leather Fair 2013** was inaugurated by **Dr D Purandeswari, Hon'ble Minister of State for Commerce and Industry, Government of India** in the august presence of **Thiru S Jagathrakshakan, Hon'ble Minister of State for Commerce and Industry, Government of India, Mrs Rita Menon, Chairperson and Managing Director, ITPO, Mr Malay Srivastava, Executive Director, ITPO, Mr RK Jalan, Chairman, Council for Leather Exports, Mr N Shafeeq Ahmed, Vice Chairman, Council for Leather Exports and Mr PR Aqeel Ahmed, Regional Chairman (SR), Council for Leather Exports** by lighting the traditional lamp.



**Mr Malay Srivastava, Executive Director, ITPO** in his welcome address said that IILF was a premier fair and was a Grand Show in a World class ambience. He said that the fair had come a long way and had shown a constant uptrend in display area, Product Profile and number of participants. He said that this year the fair had enhanced participation from Machinery and the Chemicals sector. He also touched on the Theme for the fair as "Back to Reality" which was showcasing of the Spring Summer 2014 Trends. He expressed the hope that this fair would play a vital role in helping the industry grow further and wished all the participants a successful fair.

**Mr RK Jalan, Chairman, Council for Leather Exports** in his address warmly welcomed all and said that this fair was the Best Fair in the region. Touching upon the status of the Leather industry, he said that many transformations had taken place and the industry had come to be recognized as a leading supplier of quality and value added leather products. He said that "if you focus on the results then you will never change but if you focus on change you will get the results" and this is what the Leather industry was aiming at. He said that the industry needed to significantly enhance its Capacities and thanked the Government for their support byway of the IDLS Scheme and the Mega Leather Cluster development. He also highlighted the formation of the Leather Sector Skill Council to overcome the shortage of skilled manpower in the industry. In Conclusion, he thanked the Government for their support especially in the area of Infrastructure development.



**Mrs Rita Menon, CMD, ITPO** stated that IILF was a premier institutionalized event of ITPO and was singularly the most important Leather Event in the region. While welcoming the participants, she said that ITPO was encouraging the adoption of Eco-friendly and Green Technologies. She also informed that TNTPO and ITPO would be going for a major expansion in the fair space. She also highlighted that IILF 2013 was a fair of many firsts and was completely online.



**Thiru S Jagathrakshakan, Hon'ble Minister of State for Commerce and Industry, Government of India** expressed his happiness at being at IILF 2013 and said that he was proud of the fair and the venue. He lauded the large scale employment being provided by this industry and hoped that they would be able to double their employability by 2010. He also praised the fact that the unit value realization of Indian Leather was twice the global average. He outlined the various initiatives of his ministry in supporting the Leather Industry and flagged the development of Mega Leather Clusters as an important endeavour of his ministry.

**Dr D Purandeswari, Hon'ble Minister of State for Commerce and Industry, Government of India** said that she was proud to be a part of this fair and said that this fair was commensurate with the growth of the Indian Leather Sector. She congratulated ITPO for getting such wide participation across all industry segments a comprehensive fair and ensured the exchange of Technology and promoted B2B interactions. She also said that Leather was part of our civilization and lauded the fact that it employed a large percentage of women. She also underlined some of the challenges being faced by the industry and expressed the hope that India would be able to garner a larger share of the global export basket. She also said that she was aware of the lack of warehousing and the Environmental concerns being faced by the industry and promised the full support of her Ministry in helping the Leather industry grow.







CLE Publications were also released on the occasion and the Export Excellence Awards were then distributed.

## CSIR-CLRI @ LEATHERWEEK 2013



**Prof Dr AB Mandal, Director, CSIR-Central Leather Research institute attended the Inaugural Ceremony and interacted with the Ethiopian delegates, Members of the sector from the various regions and also congratulated the Award Winners.**

**As a co-organiser, CSIR-CLRI was also very actively involved in the IILF and showcased many initiatives at the Fair in association with ITPO, CLE, ISF and IFLMEA.**

**Recounted below is a Summary of highlights of CSIR-CLRI's endeavours at the IILF 2013:**



## RELEASE OF IILF 2013 DAILY HAPPENINGS

A joint initiative of ITPO – CLE – CSIR-CLRI the IILF Daily Happenings is a liaison with the Fair. It captures the entire essence of the fair in the most comprehensive manner with crisp presentations, advertisements and advertorials. The Daily Newsletter 'IILF HAPPENINGS' is brought out on all days of the Fair.



Launched in 2003 for the first time, the daily newsletter has been successful in reaching out to the discerning - the exhibitors, the visitors, the foreign delegates - to THE GLOBAL LEATHER FRATERNITY. It reaches out to all participants and visitors directly and the response we have got over the years has been overwhelming.

This year too, the IILF 2013 Daily Happenings was brought out on all days of the Fair.

IILF 2013 Daily Happenings was launched on 31<sup>st</sup> January 2013 by Mrs Rita Menon, CMD, ITPO and Shri RK Jalan, Chairman, Council for Leather Exports (CLE) in the distinguished presence of an array of the luminaries of the Indian Leather Sector which included Shri N Shafeeq Ahmed, Vice Chairman, CLE, Shri M Rafeeq Ahmed, President, AISHTMA, , Shri Habib Hussain, Chairman, Leather Sector Skill Council, Shri Ramesh Kumar, IAS, Executive Director, CLE, Shri PR Aqeel Ahmed, Regional Chairman (SR), CLE, Shri KR Vijayan, President, Indian Shoe Federation, Prof. Pradyumna Vyas, Director, National Institute of Design, Ahmedabad, Shri Subhash Kapoor, Regional Chairman (NR), CLE, Shri Taj Alam, Regional Chairman (ER), CLE and Shri Naresh Bhasin, Regional Chairman (WR), CLE.

**IILF Daily Happenings has become a chronicle of the history of the IILF over the past decade and has become a publication to treasure and store.**



# 28<sup>th</sup> ILF3

India International Leather Fair

## Daily Happenings

31<sup>st</sup> January 2013 Chennai Trade Centre, Chennai, INDIA.

### ILF 2013: a wealth of business opportunities

India Trade Promotion Organisation (ITPO) is organizing the India International Leather Fair (IILF) 2013, 28th in the annual series, which will have on display the entire range of products relating to leather industry from raw material to finished products and auxiliary products such as finished leather, shoes, shoe components - uppers, soles, heels, counters, laces, leather garments, fashion accessories, leather goods - wallets, belts, gloves, portfolios, hand bags, saddlebags and harness, machinery and equipment and chemicals.

ILF has all along been a vivid presentation of the leather industry. Latest expressions of the trends, styles, designs and colours in world fashion are shown. The business visitors will be impressed by the exhibits displayed by more than 400 companies, including over 100 from more than 20 foreign countries.

The feedback from exhibitors last year was very encouraging and exhibitors generated during the fair was about US\$ 284.4 million. Two latest visitors were entered and 9384 trade enquiries were generated. In addition, there were 630 distributorships obtained by Indian participants during the fair.

About 95.04% of the participants indicated that their participation in the fair was not effective. This indicates the high level of satisfaction with the business, visitor turnover and facilities at the fair.

The India International Leather Fair serves as a platform for exporters and buyers and the response from the leather and leather products and other allied industries like leather machinery, leather chemicals, components and accessories has been overwhelming. To display their wide range of products at this edition of ILF too. Welcome to the India International Leather Fair 2013 for a wealth of business opportunities.

**About ILF 2013 - Facts at a glance**

About 6,000 sqm has been booked by 425 exhibitors including 155 exhibitors from 22 overseas countries. There will be country Pavilions of Italy, Germany, Thailand and Pakistan and group participation from China, Brazil and France. More than 15,000 business visitors including 2,000 from 20 overseas countries will be visiting this event.

**Rita Menon**  
Chairman and Managing Director, India Trade Promotion Organisation (ITPO)

ITPO is immensely proud to organize the India International Leather Fair (IILF) 2013, which is the 28th in the annual series at the Chennai Trade Centre.

ILF 2013 will have on display the entire range of products relating to leather industry from raw material to finished products and auxiliary products such as finished leather, shoes, shoe components - uppers, soles, heels, counters, laces, leather garments, fashion accessories, leather goods - wallets, belts, gloves, portfolios, hand bags, saddlebags and harness, machinery and equipment and chemicals.

ILF has all along been a vivid presentation of the leather industry. Latest expressions of the trends, styles, designs and colours in world fashion are shown. The business visitors will be impressed by the exhibits displayed by more than 400 companies, including over 100 from more than 20 foreign countries.

We are very happy that our participants have indicated that their participation in the fair is always not effective and this indicates the high level of satisfaction with the business, visitor turnover and facilities at the fair.

I am confident that ILF 2013 will also be very successful for all the participants and we look forward to it.

**Rajendra Kumar Jalan**  
Chairman, Council for Leather Exports

Let me, at the outset, convey my sincere gratitude to you all for becoming one of the privilege of being the Chairman of the Council for Leather Exports. I would acknowledge the immense contribution of my predecessor, Dr. Bhanu Prasad, to the leather industry, particularly in the leather sector. He has been actively leading the Indian leather sector to global prominence.

ILF 2013 is an event of an appropriate time, when the industry is ready to take every opportunity to showcase its products and services to the world. We must therefore, increase our efforts to showcase our strengths to the leather sector and continue to build on the success. And what better platform for showcasing our capabilities than the ILF?

The 28th edition of the ILF will be the largest for India has ever seen or is to see in terms of participation, product profile and visitor turnout. As ILF is already tested a one of Asia's most renowned leather fair, a strong performance will further strengthen India's standing in the global arena. The Council on its part is taking a lot of effort to ensure that the fair is a success and that the exhibitors and visitors will benefit from the attraction during ILF. I wish ILF 2013 all success and trust that all participants would find their participation extremely satisfying.

A Joint Endeavour of ITPO, CLE & CSIR-CLERI

# 28<sup>th</sup> ILF3

India International Leather Fair

## Daily Happenings

1<sup>st</sup> February 2013 Chennai Trade Centre, Chennai, INDIA.

### From the Inauguration of ILF 2013

The 28th India International Leather Fair 2013 was inaugurated by Dr P. Durandswamy, Hon'ble Minister of State for Commerce and Industry, Government of India in the august presence of Thiru S Jagathrakshakan, Hon'ble Minister of State for Commerce and Industry, Government of India, Mrs Rita Menon, Chairperson and Managing Director, ITPO, Mr Malay Srivastava, Executive Director, ITPO, Mr RK Jalan, Chairman, Council for Leather Exports, Mr N Shafiq Ahmed, Vice Chairman, Council for Leather Exports and Mr PR Aqeel Ahmed, Regional Chairman (SR), Council for Leather Exports by lighting the traditional lamp.

Mr Malay Srivastava, Executive Director, ITPO in his welcome address said that ILF was a premier fair and was a Grand Show in a World class ambience. He said that the fair had come a long way and had shown a constant upturn in display area, Product Profile and number of participants. He said that this year the fair had enhanced participation from Machinery and the Chemicals sector. He also touched on the Theme for the fair as "Back to Reality" which was showcasing of the Spring Summer 2014 Trends. He expressed the hope that this fair would play a vital role in helping the industry grow further and wished all the participants a successful fair.

Mr RK Jalan, Chairman, Council for Leather Exports in his address warmly welcomed all and said that this fair was the Best Fair in the region. Touching upon the status of the Leather industry, he said that many transformations had taken place and the industry had come to be recognized as a leading supplier of quality and value added leather products. He said that, if you focus on the results then you will never change but if you focus on change you will get the results and this is what the Leather industry was aiming at. He said that the industry needed to significantly enhance its Capacities and thanked the Government for their support by way of the IDLS Scheme and the Mega Leather Cluster development. He also highlighted the formation of the Leather Sector Skill Council to overcome the shortage of skilled manpower in the industry.

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# 28<sup>th</sup> ILF3

India International Leather Fair

## Daily Happenings

2<sup>nd</sup> February 2013 Chennai Trade Centre, Chennai, INDIA.

### BRAINSTORMING Session on Design Needs for the Indian Leather Sector

The Indian Shoe Federation (ISF) organized a BRAINSTORMING Session on Design Needs for the Indian Leather Sector on 1st February 2013 at Hotel La Meridien, Chennai. Present at the session were the leaders of the Indian Leather Sector, Directors of Leading Institutes and distinguished invitees.

Shri K. Vijayan, President, ISF welcomed the gathering and expressed his happiness at the large turnout of the industry leaders which, he said, clearly underlined the importance of "Design" to all of them. He traced the journey of the ISF endeavour and said that it all started with India's participation in the India-Italy Design Roundtable in Italy in July 2012. A detailed Report was prepared and submitted to the Ministry of Commerce, he said. He also added that CLE in association with ISF organized a debate on Design Needs for the Indian Leather Sector on 28th September 2012 and White Paper on the Design Needs of the Indian Leather Sector was brought out and the Council for Leather Exports has submitted the WHITE PAPER on "Design Needs of Indian Leather Sector" to DIPF, MoC. He also highlighted the need for Design Innovation and highlighted the use of TECHNOLOGY incorporation in Shoe Manufacture and also touched upon the need for establishing Leather Institutions.

Shri Md Saif, CSIR-CLERI he flagged the salient features of the WHITE PAPER on Design Needs for the Leather Sector and presented a 16 point Agenda for focusing the Design Debate and Discussion on.

Prof Pradyumn Vyas, Director, National Institute of Design (NID) and Member Secretary, National Design Council in his address expressed his happiness that CLE was integrating Design into their plans for the industry and explained that the National Design Policy stated how strategic use of Design could make the industry competitive. He also said that the Road Map was already there and the key would be the process of Implementation. He also stressed on Need Mapping of User preferences and said that at NID they were establishing a "Third Research Center" for this purpose. He also talked about the importance of "Mind to Market" and the establishment of a "Material Resource Centre". In conclusion, he spoke about graduating from being OEM's to ODM's (Own Design Manufacturing and finally to OBM's (Own Brand Manufacturing).

Shri M. Rajasekar, President, ASHIMA stressed that the Designers should assess the strengths of the Indian Leather industry in terms of Materials, Manufacturing and Labour and should develop Designs that were translatable into products and only then would it become commercially successful. He also emphasized on Raising the Awareness of Design in India and said the Design Incubation was very important and the Institutes had a major role to play.

Shri Habib Hussain, Chairman, Leather Sector Skill Council, complemented NID for laying out a comprehensive Design Plan and said that the industry must now show its commitment to Design. He, however, cautioned of the challenges in the path and said that many Designers to Manufacturing personnel was very important in the success of a product. He said that in a truly globalized world, IDEAS sell and urged that more Platforms be created to inculcate Design thinking and doing.

Shri Naveen Bhatia, Regional Chairman (RR), CLE remarked that consumers need aspirational buying and Brands need to cater to it. He also stressed on the combination of Design and Technology and opined that this combination was a win-win one. He also urged companies to set up their own Design studios as they will pay rich dividends, he concluded.

Shri N. Shafiq Ahmed, Vice Chairman, CLE and Chairman, ILMEA was happy that the essentials of the Design Needs were highlighted and stressed that the points raised in the White Paper need to be focused on. He also opined that the Road Map to move from OEM to ODM needed to be institutionalized to avoid duplication. He also advocated the creation of "Centres of Excellence".

Shri PV Gopalakrishna Bachu, Bachu Shoes said that the advantages enjoyed by this industry with respect to low manufacturing costs was no more available and we need to fight out with competition in other areas like Design. He also stressed that the strength remains with Design and not manufacturing. He also pointed out that we need to become Brand Owners and was glad that the industry had recognized this.

Dr G. Thejaswini, Former Director, CSIR-CLERI gave a proposition of having 4 Ms in the Mind to Market Scenario namely Mind, Material,

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# 28<sup>th</sup> ILF3

India International Leather Fair

## Daily Happenings

3<sup>rd</sup> February 2013 Chennai Trade Centre, Chennai, INDIA.

### ILF 2013: Top Notch in Innovation & Technology

Shri Dileep Singh, General Manager, ITPO

"This time we had 410 companies participating in ILF 2013. A very interesting trend was the participation in the Machinery, Technology and Chemicals segments. In Chemicals, there was an increase of over 20 companies over last year.

ITPO, for the first time, has introduced a segment of "Green Technology" for which we were able to get participation from these companies and hope that this sector will see a steep increase in ILF 2014.

I have actually seen that each important fair develops a personality of its own and in this ILF, it is unique and extremely well known and respectable event globally. The global recognition can be seen from the participation of 150 companies from 25 countries, which include all significant players in the leather business. India's participation in the fair was vibrant with quality business visitation.

We, at ITPO, are very thankful to all Exhibitors, Visitors and our associates for their overwhelming response in making ILF 2013 such a great success."

### ILF 2013: A RESOUNDING SUCCESS!

Shri PR Aqeel Ahmed, Regional Chairman (SR), CLE

ILF 2013 was an experience to savour.

Very professionally organized by ITPO, the fair was vibrant with quality business visitation.

New Technology and Innovative materials and products were the Hallmark of this fair.

May this fair pave the way for a bigger and better fair next year.

A Joint Endeavour of ITPO, CLE & CSIR-CLERI



# THEME PAVILION AT IILF 2013

"Back to Reality" – the Theme pavilion at the 28<sup>th</sup> India International Leather Fair (IILF) 2013 was a joint endeavour of ITPO, CLE, and CSIR-CLRI and supported by the Indian Leather Sector and showcased Trends for the Spring Summer 2014 season.



The three groups of the MODEUROP colours for Spring Summer 2014 season that reflected the most important colour inspirations were thematically displayed.

1. **REALITY:** 'Focus on what matters' sums this one up well. It was all about clear statements with classic elements for an urban look. The fashion look was controlled, sober, strict and sophisticated.
2. **ART:** Art and colour belong together and art knows no bounds. Art is imagination. Art is like 'a circus of cultures'. And, importantly: the more intense the colours, the more striking the art. For this reason 'Art' stood out for an unbelievable blaze of colour – a mix of delicate, icy or metallic pastels, and vibrant, intense shades of colour. Here too, black and white provided a certain balance.
3. **WORLD:** People are seeking for balance and harmony. That is why, alongside the classic (Reality) and imaginative (Art) theme, the fashion picture was rounded out with a natural look. Think of the global traveller on a trip round the world that takes him through diverse landscapes, climate zones and cultures.







The THEME PAVILION radiated the dexterity of the Indian Expertise in the Design and Development of exquisite and high Quality LEATHERWARE from Finished Leather through to LEATHER PRODUCTS. Jostling for Space in this arena were the "BEST of INDIAN MERCHANDIZE" from the crème de la crème manufacturers who cater to the world's leading brands. The display at the THEME PAVILION was a feast for the Leather Connossieur and an eye-opener for the discerning international buyers – a gateway to IILF 2013, Chennai.



The Theme Pavilion received the distinguished Union Ministers Dr D Purandeswari, Hon'ble Union Minister of State for Commerce and Industry and Shri s Jagathrakshakan, Hon'ble Union Minister of State for Commerce and Industry who were effusive in their praise for the wealth of information and products at the pavilion. The Hon'ble Union Ministers also released the "Poster" which detailed the Rationale behind the Colour Groups and carried the contact details of our "Partners-in-progress."





The Ethiopian Delegation led by His Excellency Tadesse Haile, State Minister, Ministry of Industries, Government of Ethiopia and His Excellency Mr. Wondwossen Kiflu, State Minister, Ministry of Education, Government of Ethiopia, Mr Mebrahtu Meles, ECP, Ethiopia and comprising Mr Wondu Legesse, Director General, Leather Industry Development Institute, Ethiopia and his team. They spent quality time at the pavilion and were very impressed at the level of knowledge of the CSIR-CLRI personnel.

**The Thematic arrangement of the Products as well as the tastefully set-up pavilion was indeed awe-inspiring and drew unanimous praise and appreciation from all visitors to the pavilion. The multitude of queries on Design, Styling, Leather Colours, Textures, Trends and Fashion Intelligence and forecasts were satisfactorily answered by team CSIR-CLRI present at the pavilion.**

## PARTNERS IN PROGRESS

Converting 'ideas ahead of time' vis-à-vis Colours and Design to Reality were:

<b>Al-Furqan International</b>	mail@afitan.com
<b>Aqsa International</b>	info@aqsainternational.com
<b>Arkay Leathers Pvt Ltd</b>	ashish@arkayonline.com
<b>ATH Leder Fabrik</b>	ath.tannery@khindia.com
<b>AV Thomas Leather &amp; Allied Products Ltd.</b>	avt@avtleather.com
<b>Ayyappa Enterprises</b>	ayyappabags@gmail.com
<b>Bachi Shoes Limited</b>	bachiiind@bachishoes.com
<b>C Kalyanam &amp; Co</b>	ckalyanam@ckalyanamgroup.com
<b>Crew B.O.S. Products Limited</b>	communication@crewbos.com
<b>D2 International</b>	soumen@d2international.com
<b>Drish Shoes Ltd.</b>	drish@drish.com
<b>Forward Group</b>	md@forwardgroup.in
<b>Gemini Enterprises</b>	sekaradi@gmail.com
<b>Good Leather Shoes P. Ltd.</b>	goodleatherho@goodleathergroup.com
<b>M A Khizar Hussain &amp; Sons</b>	tannery.makh@khindia.com
<b>Mathi Leathers (Pvt) Limited</b>	mathileathers@gmail.com
<b>N.M.Zackriah &amp; Co.</b>	info@nmzggroup.in
<b>Naser Tanning Company</b>	info@naser-group.com
<b>Navyug Laminates</b>	vipanseth@versatilegroup.com
<b>Nibras &amp; Co</b>	nibrascentre@nibras.in
<b>PA Footwear</b>	pafootho@gmail.com
<b>Pakkar Leathers</b>	sayeed@pakkar.in
<b>Rabia Leather Industries Pvt. Ltd.</b>	laique.rabia@khindia.com
<b>Ramjee Leathers &amp; Supplies</b>	yogam@ramjeeleathers.in
<b>RR Leathers Limited</b>	amber@rrleathersindia.com
<b>Samaara Leathers</b>	sec2intisar@imgindia.co.in
<b>Saroj International</b>	motilalsethi@gmail.com
<b>Shafeeq Shameel &amp; Co.</b>	admn@sscgrp.com
<b>Shoeberry</b>	isfar@shoeberry.com
<b>SURA/ Supreme Overseas</b>	sura.ambur@gmail.com
<b>Tata International Limited</b>	sudipta.bannerjee@tatainternational.com



# BRAINSTORMING SESSION ON THE DESIGN NEEDS OF THE INDIAN LEATHER SECTOR

Organized by Council for Leather Exports (CLE) & supported by Indian Shoe Federation (ISF)  
Friday, 1<sup>st</sup> February 2013, Hotel Le Meredien



The Council for leather Exports (CLE), supported by the Indian Shoe Federation (ISF) organized a BRAINSTORMING Session on Design Needs for the Indian Leather Sector on 1<sup>st</sup> February 2013 at Hotel Le Meredien. Present at the session were the leaders of the Indian Leather Sector, Directors of Leading Institutes and distinguished invitees.

**Shri KR Vijayan, President, ISF** welcomed the gathering and expressed his happiness at the large turnout of the industry leaders which, he said, clearly underlined the importance of "Design" to all of them. He traced the journey of the ISF endeavour and said that it all started with India's participation in the India-Italy Design Roundtable in Italy in July 2012. A detailed Report was prepared and submitted to the Ministry of commerce, he said.

He also added that CLE in association with ISF organised a debate on Design Needs for the Indian Leather Sector on 28<sup>th</sup> September 2012 and White Paper on the Design Needs of the Indian Leather Sector was brought out and the Council for Leather Exports has submitted the WHITE PAPER on "Design Needs of the Indian Leather Sector" to DIPP, MoC. He also highlighted the need for Design Innovation and highlighted the use of TECHNOLOGY incorporation in Shoe Manufacture and also touched upon the need for establishing Leather Incubators.

**Shri Md Sadiq, CSIR-CLRI** then flagged the salient features of the WHITE PAPER on Design Needs for the Leather Sector and presented a 16 point Agenda for focusing the Design Debate and Discussion on.

**Prof Pradyumna Vyas, Director, National Institute of Design (NID), Ahmedabad** and Member Secretary, National Design Council in his address expressed his happiness that CLE was integrating Design into their plans for the industry and explained that the National Design Policy stated how strategic use of Design could make the industry competitive. He also said that the Road Map was already there and the Key would be the process of Implementation. He also stressed on Need Mapping of User preferences and said that at NID they were establishing a "Trend Research Centre" for this purpose. He also talked about the importance of "Mind to Market" and the establishment of a "Material Resource Centre." In conclusion, he spoke about graduating from being OEM's to ODM's, (Own Design Manufacturing and finally to OBM's (Own Brand Manufacturing).





**Shri M Rafeeqe Ahmed, President, AISHTMA** stressed that the Designers should assess the strengths of the Indian Leather industry in terms of Materials, Manufacturing and Labour and should develop Designs that were translatable into products and only then would it become commercially successful. He also emphasized on **"Raising the Awareness of Design"** in India and said the Design Incubation was very important and the Institutes had a major role to play.

**Shri Habib Hussain, Chairman, Leather Sector Skill Council**, complimented NID for laying out a comprehensive Design Plan and said that the industry must now show its commitment to Design. He, however, cautioned of the challenges in the path and said that marrying Designers to Manufacturing personnel was very important in the success of a product. He said that in a truly globalized world, IDEAS sell and urged that more platforms be created to inculcate Design thinking and doing.

**Shri Naresh Bhasin, Regional Chairman (WR), CLE** remarked that consumers need aspirational buying and Brands need to cater to it. He also stressed on the combination of Design and Technology and opined that this combination was a win-win one. He also urged companies to set up their own Design studios as they will pay rich dividends, he concluded.

**Shri N Shafeeq Ahmed, Vice Chairman, CLE and Chairman, IFLMEA** was happy that the essentials of the Design Needs were highlighted and stressed that the points raised in the White Paper need to be focussed on. He also opined that the Road Map to move from OEM to ODM needed to be institutionalized to avoid duplication. He also advocated the creation of "Centres of Excellence."

**Shri PV Gopalakrishna Bachi, Bachi Shoes** said that the advantages enjoyed by this industry with respect to low manufacturing costs was no more available and we need to fight out with competition in other areas like Design. He also stressed that the strength remains with Design and not manufacturing. He also pointed out that we need to become Brand Owners and was glad that the industry had recognized this.

**Dr G Thyagarajan, Former Director, CSIR-CLRI** gave a proposition of having four M's in the Mind to Market Scenario namely Mind, Material, Manufacturing and Market. He talked about Knowledge and Technological Design and opined that Design was the Intellectualization of Technology. He also pointed out "Solving Materials" needed to be researched and advocated use of carbon fibres for such use.

**Prof Dr AB Mandal, Director, CSIR-CLRI** traced the genesis of the establishment of Design Studio in CSIR-CLRI. He outlined the lead role being played by CSIR-CLRI and stressed on the importance of Technology in Design implementation. He also outlined the 'Triangle' of Government, Industry and Institutions in the implementation of Design Programmes. He advocated synergy between Industry-Institutions and said that there was a lot of creativity which needed to be nurtured.

**Dr S Devadoss, Director, NIFT** said that NIFT had the core competence in Design and they had specialized courses for Leather and Leather Product Design. He also welcomed the marriage of Design and Technology and suggested that we should look inward which would pay high dividends.

**Mrs Antara Kumar, Executive Director, FREYA-IIDF, Kolkata** requested that existing Design Institutes needed to be strengthened and must strive for Global Acceptance. She also said that acknowledgement of our Designs is important and suggested scholarships for students to study in reputed Design Institutes abroad.

**Mr Saalai Maraan, Executive Director, FDDI, Chennai** advocated the need for Inter-institutional Knowledge sharing and said that each of them can still have their own exclusivity. He also said that FDDI was committed to Design Excellence.

**Shri Mohan Sreenivas, Orient Express**, said that the Leather Garment industry had a bright future and the initiatives of NID, CLRI and NIFT in the area of Design Education were laudable.





**Shri Abhijit Sett, Ankur Footwear Ltd., Shri D Chandramouli, CSIR-CLRI and Shri VR David, Hindustan Unilever Ltd.** also echoed the same sentiments of DOING DESIGN and stressed on the Role of Institutions in creating the atmosphere where Creativity can flower.



**Shri Gokulakrishnan, CLE** informed the members present that the White Paper on the "Design Needs of the Indian Leather Sector" with the Sixteen Action Points had already been submitted to the Ministry of Commerce with a request to the Government to convene a meeting to chart out a firm action plan. He also said that the White Paper can be further fine-tuned after this meeting and resubmitted to the Government of India.



In his Summary, **Shri T Faizan Ahmed, Vice President, ISF** thanked all the participants and said that the Indian Domestic Market needs to be looked.

# TEA MEET

The **Indian Shoe Federation (ISF)** organized a '**Tea Meet**' on 1st February 2013 at the Chennai Trade Centre and **Shri Md Sadiq, CSIR-CLRI** explained the rationale of hosting the TEA Meet and gave a brief outline of the programme.



**Shri KR Vijayan, President, ISF** welcomed the gathering and expressed great pleasure in welcoming all to the get-together.

He said that ISF had decided to do this differently and he primarily wanted to:

- **Say HELLO to all the participants at IILF 2013 under the ISF Umbrella** and stated that ISF, this year, had taken up about 10% of the total exhibition space at IILF (960 sq.mts) with 31 members participating.
- He also said that most importantly, **this platform of ISF could be used to launch "NEW PRODUCTS"** which will have far reaching benefits for our members. He said that ISF took pride that two of its members **M/s Nibras - Abraaz Malaspina and M/s Chemcrown** were launching their 'New Products.'
- He also said that the **SHOEMAKER**, conceptualized by Shri Balaraman and Shri Ameenur Rahman, was for easy reference and today ISF was proud to release SHOEMAKER 2013.
- He also said that ISF was happy to **THANK** fellow members and also **all those who supported ISF in making Ambur Open 3** such a great success and
- Announce **Ambur OPEN 4**.











**Prof Dr AB Mandal, Director, CSIR-CLRI** expressed his delight at attending the meeting and hoped that Ambur OPEN 4 which was announced would be very successful.

**Shri Khaleelur Rahman, Nibras & Co.** then spoke about his collaboration with MALASPINA for Sole Manufacturing and **Shri BD Bhaiya, Chemcrown Ltd.** released his latest Trend Book. Both of them thanked ISF for the opportunity provided to them.

Mementoes were then presented to all those who supported Ambur Open 3 and to the Sponsors and Main Sponsor of Ambur Open 3.

**Shri PV Gopalakrishna Bachi, Bachi Shoes** complimented Shri KR Vijayan, President, ISF for doing such a wonderful job at the helm in ISF and wished Ambur OPEN4 all success.

The **Shoemaker 2013** was released by **Shri M Rafeeqe Ahmed, President AISHTMA** to Prof Dr AB Mandal, Director, CSIR-CLRI.

**Ambur OPEN 4** brochure was released by **Padmashri M Rafeeqe Ahmed** and he complimented ISF for organizing this meet and thanked so many people for coming to this meeting. He also briefed about the highlights of the Ambur region and invited all to make Ambur OPEN 4 bigger and better.











**Shri Gautham Gopalakrishna, CSIR-CLRI proposed the Vote of Thanks.**

31 JANUARY - 3 FEBRUARY 2013



## CSIR-CLRI @ LEATHER FASHION SHOW 2013

Leather Fashion Show is synonymous with the annual LEATHERWEEK in Chennai.

This Year, it was the 28th edition of India International Leather Fair that was held from 31 January to 3 February 2013 at the Chennai Trade Centre to overwhelming response. The Indian Leather Industry is on a good growth path and the success of LEATHER 2013 brings in more optimism to the Sector.



Showcasing the '**Best of India**' in Leather Merchandise and the advance preparedness of the Indian Leather Sector for the Spring Summer 2014 season was LEATHER FASHION SHOW (LFS) 2013 that was presented on 1 February 2013.

The Theme of LFS 2013 was '**Back To Reality**' and showcased the MODEUROP Colours for the Spring Summer 2014 season. High Fashion Leather Garments, Dress and Elegant Shoes and glamorous handbags were presented at the show by leading manufacturers from India that included: Opening sequence by TATA International followed by HITECH, Ramjee Leathers, Supreme Overseas, D2 International, Nibras Shoes, CSIR-CLRI, NIFT and the finale was presented by CALONGE.

The models and show-stoppers walked poignantly on the ramp bringing glamour to the Show

LFS 2013 was choreographed by Mr Gautam Pavate.

The Show was organised by Indian Finished Leather Manufacturers and Exporters Association (IFLMEA) and presented by the Youth Committee Members of Council for Leather Exporters.

**CSIR-CLRI** provided the Theme for the Show and that was the MODEUROP Theme for the Spring Summer 2014 season: BACK TO REALITY.

# MODEUROP

AT INDIA INTERNATIONAL LEATHER FAIR 2013



It is gracefully acknowledged that the MODEUROP Colour Trends for the Spring Summer 2014 were displayed at the Theme Pavilion @ IILF 2013.

Ms Jutta Turnwald, Member of MODEUROP Fashion Committee is seen with Mr Reinhard Turnwald from Colortex, Germany and Md Sadiq, Vice President of MODEUROP.





## DISCERNING BUSINESS VISITORS





## DISCERNING BUSINESS VISITORS





28<sup>TH</sup> EDITION OF IILF 2013: TOP NOTCH IN INNOVATION & TECHNOLOGY**Technologies Showcased at IILF 2013**

During our interaction with the discerning visitors at the fair, many of them spoke highly of the various Technologies and Innovations at IILF 2013.

We have compiled the Technologies and Innovations being talked about and presented it below:



SI No	Technology/ Innovation	Source
1.	Zero Liquid Discharge for waste water treatment and cleaner discharge	CSIR-CLRI <a href="http://www.clri.nic.in">www.clri.nic.in</a>
2.	Leathers from EMU Birds	VILEENA <a href="http://www.vileena.com">www.vileena.com</a>
3.	Chemical Processes for Pickling and Dyeing of Leather and Chrome-free Tanning	KEMIRA Chemicals India Pvt. Limited <a href="http://www.kemira.com">www.kemira.com</a>
4.	MODEUROP Colours for Spring Summer 2014 season presented at the Theme/ Trend Pavilion	CSIR-CLRI <a href="http://www.clri.nic.in">www.clri.nic.in</a>
5.	From Bottle to Bag - Recycled Polyester fabric and digital transfer Print	COLORTEX GmbH, Germany <a href="http://www.colortex.de">www.colortex.de</a>
6.	Upgradation of Lower Ends for all types of finishes	STAHL India Limited <a href="http://www.stahl.com">www.stahl.com</a>
7.	Eco Friendly Micro Rubber Soling Materials	TORIELLI India Pvt. Ltd. <a href="http://www.torielli.com">www.torielli.com</a>

8.	Colour Lock Dyeing System	BASF India Limited <a href="http://www.india.basf.com">www.india.basf.com</a>
9.	Fit Mark Certification For Footwear	TÜV SÜD South Asia <a href="http://www.tuv-sud.in">www.tuv-sud.in</a>
10.	high performance water soluble cationic compound for high upgradation	C & E LIMITED <a href="http://www.cel.co.in">www.cel.co.in</a>
11.	Diabetic and Orthopaedic Corrective Footwear using nanotechnology polymeric soles	SUN Enterprises <a href="mailto:sunpadas@gmail.com">sunpadas@gmail.com</a>
12.	Innovative Soling Materials (polyether, PU, polyester) with anti-slip properties and useable in hot and humid conditions.	HUNTSMAN International Ltd. <a href="http://www.huntsman.com">www.huntsman.com</a>
13.	New Dyestuffs for exact shades and tones	CLARIANT CHEMICALS (India) Ltd <a href="http://www.clariant.in">www.clariant.in</a>
14.	ALUMINIUM Powder with Pigments for improved surface look	ALPA INTERNATIONAL Pvt. Ltd <a href="http://www.alpa-international.com">www.alpa-international.com</a>
15.	Drum Pigment for hiding TIC marks and improving	ALLIED CHEMICALS INTERNATIONAL CO.LTD. <a href="http://www.allied-chemical.co.th">www.allied-chemical.co.th</a>
16.	Large Size Drum Dyed Leathers with High Cutting Efficiency for Handbags	UNI-CHEM <a href="http://www.uni-chem.net">www.uni-chem.net</a>
17.	Wet End Protein Filler for innovative Wet End Upgradation	SELLAM CHEMICALS Pvt. Ltd. <a href="http://www.sellamchemicals.com">www.sellamchemicals.com</a>
18.	Computerised Sole Stitching Machine with no visible stitch marks	STAR INTERNATIONAL Pvt. Ltd. <a href="http://www.stargroupindia.com">www.stargroupindia.com</a>
19.	Software for accurate system for costing labour and balancing product lines	SATRA Technology Centre <a href="http://www.satra.co.uk">www.satra.co.uk</a>
20.	e-learning course for Leather Goods manufacture	CSIR-CLRI <a href="http://www.clri.nic.in">www.clri.nic.in</a>



## IILF 2013 WAS A RESOUNDING SUCCESS



**Shri P R Aqeel Ahmed,  
Regional Chairman,  
Council for Leather Exports (SR)**

IILF 2013 was an experience to savour. Very professionally organized by ITPO, the Fair was Vibrant with quality Business visitorship. New Technology and Innovative materials and products were the Hallmark of this fair. May this fair pave the way for a bigger and better fair next year.



**Shri Dalel Singh,  
General Manager,  
India Trade Promotion Organization**

"This time we had 439 companies participating in IILF 2013. A very interesting Trend seen is the increase in participation in the Machinery, Technology and Chemical segments. In Chemicals, there was an increase of over 20 companies over last year. ITPO, for the first time, has introduced a segment of 'Green technologies' for which we were able to get participation from three companies and hope that this sector sees a steep increase in IILF 2014.

I have actually seen that each important fair develops a personality of its own and so has IILF. It is unique and extremely well known and respectable event globally.

The global recognition can be seen from the participation of 159 companies from 23 countries which include all significant players in the Leather business. Online prefair Business Registration as on 29th January 2013 was received from 32 countries including India and we had a quick Sample Survey of Exhibitor satisfaction with reference to Business done and Quality of business visitors. On both parameters, IILF 2013 proved an excellent platform.

We, at ITPO, are very thankful to all Exhibitors, Visitors and our associates for their overwhelming support in making IILF 2013 such a grand success."



THANK YOU

